

Figure 1
 (Prior Art)

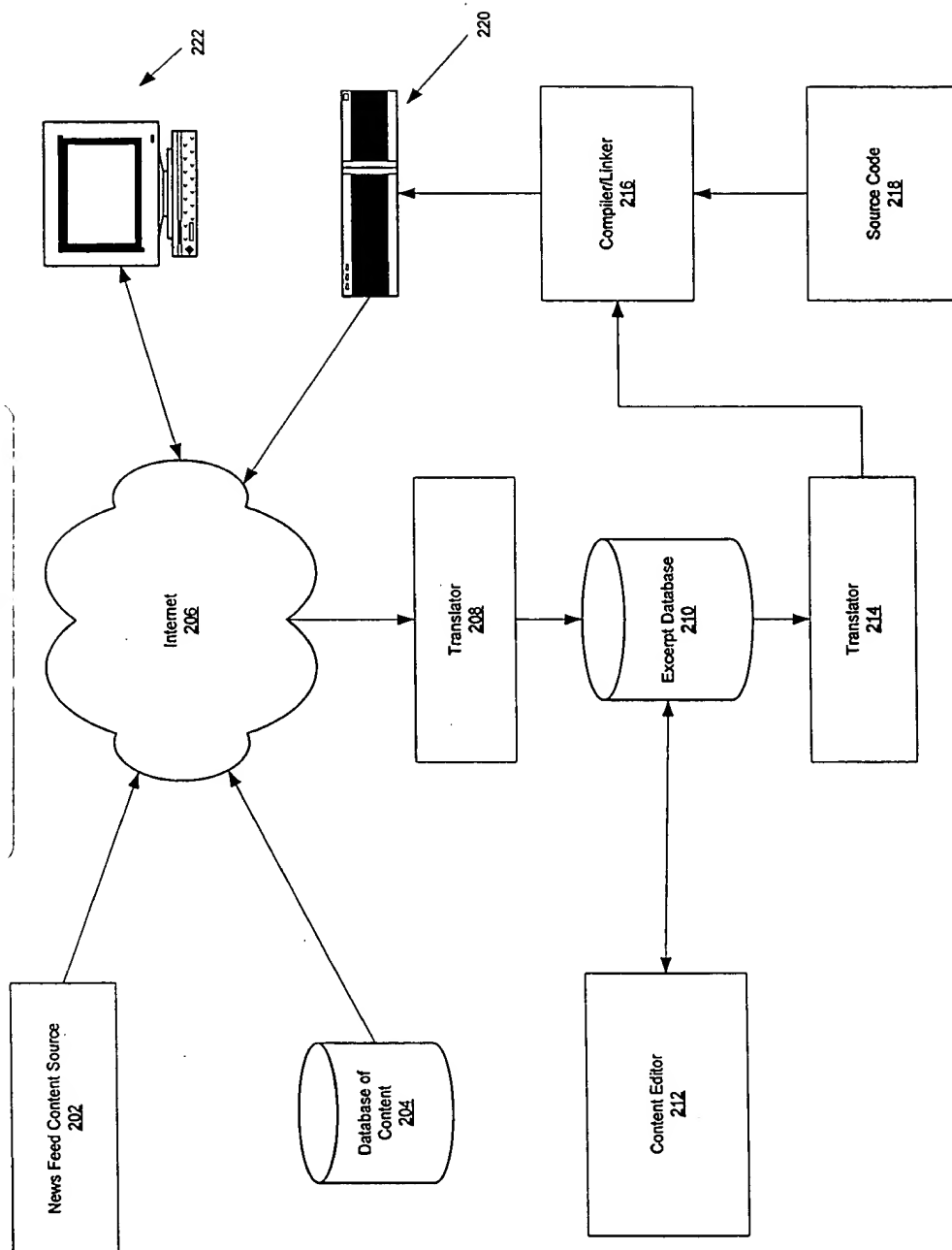


Figure 2

312 310

Accenture Web Site (Recent Headlines)

March 8, 2001

2510 Nuggets Press the F2 key to expand the text Click a mouse button to exit

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Accenture Launches Indelique New eLearning Company

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Search: Society Data Systems Commerce eLearning eMarketing Emerging Tec

TO6290"5542860

Figure 3

Accenture Web Site (Daily Technology Watch)

2243 Matches

The Matrix works under Wm95, Wm98, and Wm2000. It doesn't work under WmNT.

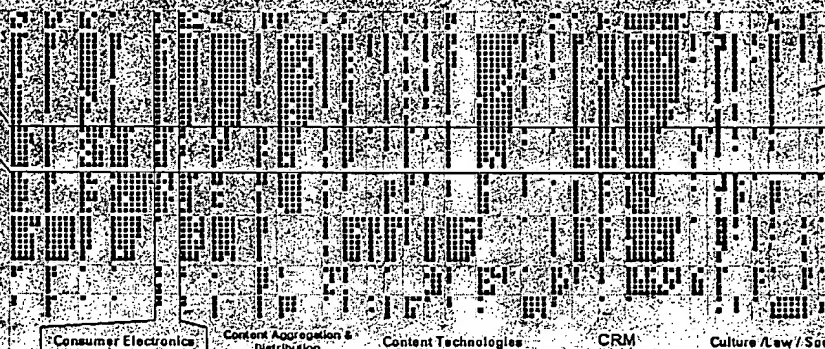
Click a mouse button to exit

E Ink- Electronic Paper and coffee cup displays

If you are like us, you've always been impressed with those coffee mugs whose designs change when you pour in hot coffee. If you haven't seen them before, imagine an unassuming white coffee mug that, when filled, suddenly reveals a clever message like "I didn't expect to see this appear, did you?" or maybe a vertical line that shortens as you empty your mug. This technology is revolutionary, and is widely applicable in other markets such as telecups and soup bowl displays. As exciting as it is, however, it's not the end point of technological development for coffee mug displays. E Ink, based in Cambridge, Massachusetts, believes the unique, paper-like E Ink displays could be used in everything from point-of-sale posters that update remotely, to low-power pager and PDA displays, to pages in E Ink books, to expressive wallpaper and (of course) coffee mugs.

E Ink's technology, called Immedia, is quite literally E Ink. If you were to look at it in a bottle, it would look more or less like normal ink, except that there would be millions of microcapsules floating in it (according to the company, if you printed this sentence with E Ink, the period at the end would contain 30 microcapsules). Each capsule contains dye and pigment chips that react to electric charges. Basically, if you spread the liquid over a surface and then apply a charge to it, the pigmented chips either rise to the surface creating a white pixel (although they're not really pixels in the sense we're accustomed to), or they hide behind the dye and the pixel appears black. One of the key benefits of using E Ink is the minimal power requirement. They powered the demonstration sign we saw with one 9 volt battery, and when the battery was detached, the characters remained on the screen, and apparently would for the duration of about two weeks. The company's first products are point-of-sale retail signs that allow one, two, or three lines of text, depending on the model. Users can alter the text on the signs, whether a single one or a bevy of signs spread out over the country, by submitting the message to E Ink on their website. The company sends the submitting message to all your displays at once by messaging a pager attached to each.

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Content Technologies

CRM

Culture / Law / Social

Figure 4

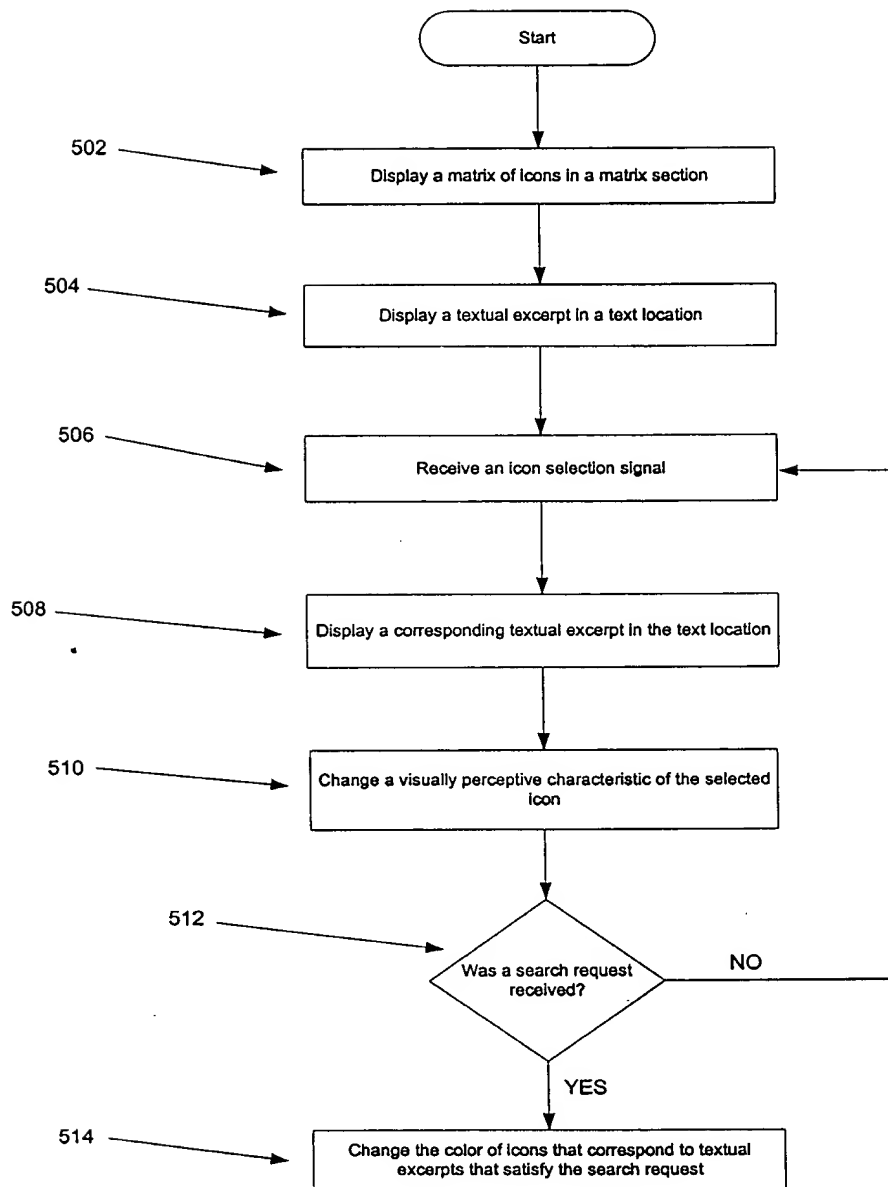


Figure 5

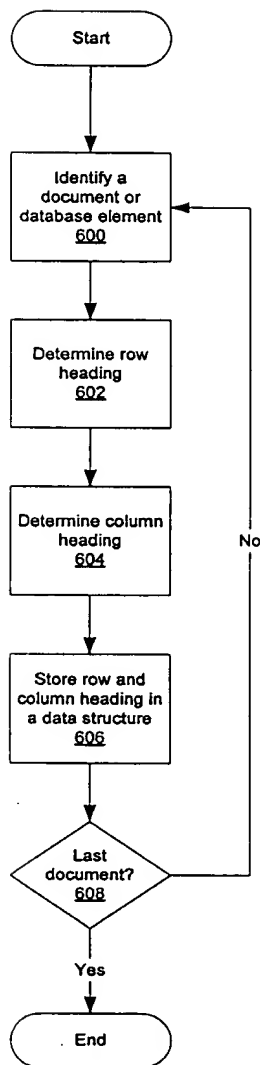


Figure 6

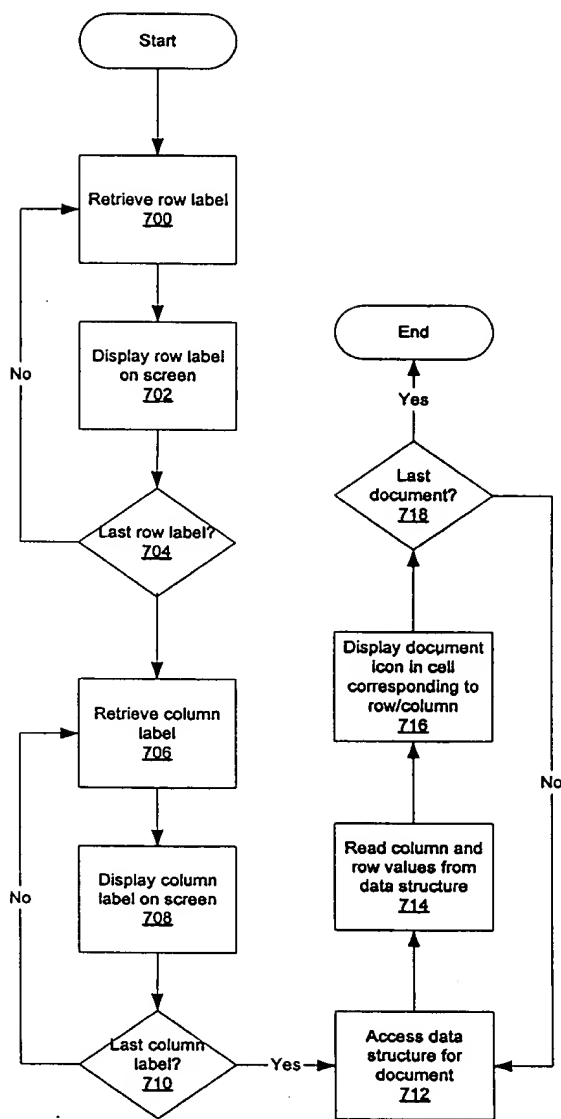


Figure 7

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